Note for Alleyne-Chin, Trish

From: Alleyne-Chin, Trish

Date: Mon, Jun 7, 1993 18:50

Subject: RE: IRI status meeting

To: Turner, Jonathan

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Also Direct Mail coupon redemption tracking - Roy and I discussed some of the issues this afternoon.

From: Turner, Jonathan on Mon, Jun 7, 1993 18:47
Subject: IRI status meeting
To: Alleyne-Chin, Trish

Trish
We have an IRI status meeting at 10 a.m. tomorrow. I will book a room tomorrow morning.
Topics I wish to cover are
Store group Analyses
— Update on promotional UPC's
Share issue - where do we stand? — Ugglitt drop? 200,000 drop in one month
Status of MAT fulfilment
— CouponScan
B&H direct mail status
Category management
Restatement

If you think of anything else, please let me know

Attitudinal questionnaire
1500 questionnaires
— 750 responses
— Tabbing self report by actual purchasing (December '92)

Get Nielsen Shipments by region.

Get sample reports from Brin

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Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0004